

Feb 20-23, 1986



**AMERICAN FOUNDATION FOR THE BLIND, INC.**

**15 WEST 16TH STREET, NEW YORK, N. Y. 10011**

**TEL.: 212 620-2000**

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1986



Josephine L. Taylor Institute  
Meetings and Room Assignments

<u>Date</u>	<u>Activity</u>	<u>Room Assignment</u>
2/20/86 - 2/21/86	Registration	Convention Desk
2/20/86 - 2/23/86	Display/Handouts	Foyer B & C
2/20/86	AFB Task Force Survey of Visually Handicapped Children 2:30 - 4:30 PM	Salon F
2/20/86	Institute Meeting for Introducers and Moderators 3:00 - 4:00 PM	Salon D
2/20/86 - 2/23/86	General Sessions	Salons B & C
2/20/86	Reception	Salons F, G, & H
2/21/86	CEARSVH Publications Committee 5:00 - 6:00 PM	Jackson
2/21/86	CEARSVH Meeting 6:00 - 9:00 PM	Jackson
2/21/86	AERBVI Personnel Preparation Interest Group 6:00 - 9:00 PM	Lee
2/21/86	AIRCVH Meeting 6:00 - 9:00 PM	Jefferson

2/21/86	AERBVI Board of Directors Meeting 8:00 - 10:00 PM	Madison
2/22/86	AERBVI Meeting 7:00 - 9:00 <u>AM</u>	Lee
2/22/86	AFB Hosted Luncheon 12:00 - 1:30 PM	Salons F, G, & H
2/22/86	State Vision Consultants 6:00 - 8:00 PM	Jackson
2/22/86	CEC/DVH 6:00 - 8:00 PM	Lee
2/22/86	AERBVI Board of Directors Meeting 6:00 - 11:00 PM	Jefferson
2/22/86	Interorganizational Committee of DVH 8:00 - 10:00 PM	Madison
2/23/86	Brunch Buffet 12:00 - 2:00 PM	Salons F, G, & H

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Feb. 20-23, 1986

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Texas (cont)

Virginia M. Sowell  
Professor, Special Education  
MH/VH Program  
Texas Tech. University  
Box 4560  
College of Education  
Lubbock, TX 79409  
Phone: (806) 742-2345

Kent Wardell  
Coordinator Programs for Visually Impaired  
Texas Tech. University School of Education  
Box 4560  
Lubbock, Texas 79409  
Phone: (896) 742-2320

Virginia

Barbara N. Bowman  
Education Consultant  
Coordinator, Instruction Materials Resource Center  
VA Dept. f/t Visually Handicapped  
1901 Roade Street  
Richmond, VA  
Phone: (804) 786-8016

Nell C. Carney  
Rehabilitation Program Supervisor  
Virginia Dept. for the Visually Handicapped  
2300 9th St. S. #203  
Arlington, VA. 22204  
(703) 979-3415

William T. Coppage  
Commissioner  
Virginia Dept. for the Visually Handicapped  
397 Azalea Avenue  
Richmond, Virginia 23227  
Phone: (804) 264-3145

Glen R. Slonneger, Jr.  
Program & Policy Specialist  
Virginia Dept. for the Visually Handicapped  
397 Azalea Avenue  
Richmond, VA 23227  
Phone: (804) 264-3113



Washington

John Watson  
SEMCAD Director  
10903 Gravelly Lake Drive, S.W.  
Tacoma, WA 98499  
Phone: (206) 756-8233

West Virginia

James R. Durst  
Coordinator of Technical Assistance and Outreach Services  
WV School for the Blind  
301 East Main Street  
Romney, WV 26757  
Phone: (304) 822-3521

Wisconsin

Andy Papineau  
State Consultant  
Wisc. Department of Public Instruction  
125 South Webster P.O. 7841  
Madison, Wi. 53707  
Phone: (608) 266-3522

Wyoming

C. Kent Jensen  
Educ. Consultant  
144 Hathaway Bldg.  
Cheyenne, Wy. 82002  
Phone: (307) 777-7274







EVALUATION

Josephine L. Taylor Institute

Outreach Strategies and Commitment to Excellence

February 20-23, 1986

1. Please identify the type of position you presently hold.

\_\_\_ Parent of Visually Impaired Youngster

\_\_\_ State Vision Consultant

\_\_\_ Residential School Administrator

\_\_\_ IMC Administrator

\_\_\_ College/University Professor

\_\_\_ Rehabilitation Center Administrator

\_\_\_ Public School Administrator

\_\_\_ Teacher

\_\_\_ Doctoral Student

\_\_\_ Other Please identify position \_\_\_\_\_



# **OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE**

## **JOSEPHINE L. TAYLOR INSTITUTE**

**Sponsored by**



**The American Foundation for the Blind  
15 West 16th Street  
New York, N.Y. 10011  
(212) 620-2000**

**Held at  
Crystal Gateway Marriott  
1700 Jefferson Davis Highway  
Arlington, Virginia 22202  
(703) 920-3230  
February 20-23, 1986**



# **OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE**

## **JOSEPHINE L. TAYLOR INSTITUTE**

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(703) 920-3230  
February 20-23, 1986**



## **Thursday, February 20, 1986**

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**3:00 PM-4:00 PM**

Meeting of all Introducers, Moderators, and Reactors

**3:00 PM-6:15 PM**

Check-in and Registration

All Institute Sessions Will Be Held In The Grand Ballroom Area

**6:30 PM-6:45 PM**

**Dedication and Convening of the 1986  
Josephine L. Taylor Institute**

**Welcome**

William F. Gallagher,  
Executive Director  
American Foundation for the Blind (AFB)  
(New York)

**6:45 PM-7:15 PM**

**Recognition of Josephine L. Taylor  
and Statement of Purpose**

Susan J. Spungin,  
Associate Executive Director  
for Program Services, AFB  
(New York)

**7:15 PM-8:30 PM**

**Keynote Address  
Outreach Strategies and  
Commitment to Excellence**

Martha Ziegler,  
Executive Director  
Federation for Children with Special Needs,  
and Project Director of Technical Assistance  
to Parent Projects  
(Massachusetts)

**8:30 PM-10:00 PM**

**Reception for Josephine L. Taylor**  
Stand-up Hot Buffet and Cash Bar





## **Friday, February 21, 1986**

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- 8:00 AM-11:00 AM** Registration Continued
- 8:30 AM-10:30 AM** Introductions and Moderator  
Diana Cuthbertson,  
Region I Director  
National Association for  
Parents of the Visually Impaired, Inc.,  
and Evaluation Specialist,  
Federation for Children with Special Needs  
(Massachusetts)
- 8:30 AM-9:00 AM** **Legislative Action Relevant to Infants, Children, and Youth**  
B. Joseph Ballard,  
Associate Director for Governmental Relations  
The Council for Exceptional Children  
(Virginia)
- 9:00 AM-9:30 AM** **Legislative Action Relevant to Adults**  
Kathleen Megivern,  
Executive Director  
Association for the Education and Rehabilitation  
of the Blind and Visually Impaired (AER)  
(Virginia)
- 9:30 AM-10:00 AM** **Strategies To Effect Legislative Change**  
Alan Dinsmore,  
Legislative Network Coordinator, AFB  
(District of Columbia)
- 10:00 AM-10:30 AM** Scott Marshall,  
Senior Legislative Coordinator  
Department of Federal Affairs  
American Association of Retired Persons (AARP)  
(District of Columbia)
- 10:30 AM-10:45 AM** Coffee Break
- 10:45 AM-12:15 PM** Introduction  
Kay Alicyn Ferrell,  
National Consultant in Early Childhood, AFB  
(New York)
- Litigation Update: Major Decisions on Education**  
S. James Rosenfeld,  
Managing Editor  
Education for the Handicapped  
Law Report  
(Virginia)



## Friday, February 21, 1986 Continued

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- 12:15 PM-1:30 PM** Lunch On Your Own
- 1:30 PM-5:00 PM** Introductions and Moderator  
Phil Hatlen,  
Professor  
San Francisco State University  
(California)
- Recruitment and Retention of Staff: Identification of the Issues For...**
- 1:30 PM-1:50 PM** **Undergraduate Programs**  
Lou Alonso,  
Professor  
Michigan State University  
(Michigan)
- 1:50 PM-2:10 PM** **Graduate Programs**  
Patricia Bussen,  
Assistant Professor  
University of Arkansas at Little Rock  
(Arkansas)
- 2:10 PM-2:30 PM** **Education Agencies**  
LaRhea Sanford,  
Lead Teacher  
Nashville Public Schools  
(Tennessee)
- 2:30 PM-2:50 PM** **Rehabilitation Agencies**  
Vernon Metcalf,  
Executive Director  
Miami Lighthouse for the Blind  
(Florida)
- 2:50 PM-3:00 PM** Questions to the Panel  
Joseph Merante,  
Director  
Admissions and Student Aid  
University of Pittsburgh  
(Pennsylvania)
- 3:00 PM-3:30 PM** Coffee Break
- 3:30 PM-4:30 PM** **Recruitment Strategies: A Response to the Issues**  
Joseph Merante
- 4:30 PM-5:00 PM** Discussion



## **Friday, February 21, 1986** Continued

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<b>5:00 PM-6:00 PM</b>	CEARSVH, Publications Committee, Chairperson— Dennis Thurman
<b>6:00 PM-9:00 PM</b>	AERBVI, Personnel Preparation Interest Group Chairperson—Marjorie Ward
<b>6:00 PM-9:00 PM</b>	CEARSVH Chairperson—Burt Boyer
<b>6:00 PM-9:00 PM</b>	AIRCVH Chairperson—Paul Lewis
<b>8:00 PM-10:00 PM</b>	AERBVI, Board of Directors Meeting President—Rick Welsh



## Saturday, February 22, 1986

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- 9:00 AM-12:00 PM** Introductions and Moderator  
Sam Negrin,  
Associate Executive Director  
for Program Development, AFB  
(New York)
- 9:00 AM-10:15 AM** **Marketing Your Programs and Agencies**  
David R. Treadwell, Jr.,  
Senior Vice President  
Barton Gillet  
(Maryland)
- 10:15 AM-10:30 AM** Discussion
- 10:30 AM-10:45 AM** Coffee Break
- 10:45 AM-12:00 PM** **Innovative and Effective Strategies for Accessing Funds**  
**Panel**
- 10:45 AM-11:05 AM** Audrey Smith,  
Chairperson  
Department of Graduate Studies in Vision Impairment  
Pennsylvania College of Optometry  
(Pennsylvania)
- 11:05 AM-11:25 AM** Janet Simon,  
Executive Director  
Western Pennsylvania School for Blind Children  
(Pennsylvania)
- 11:25 AM-11:45 AM** Patricia Beattie,  
Community Consultant  
AFB Mid-Atlantic Region  
(District of Columbia)
- 11:45 AM-12:00 PM** Discussion
- 12:00 PM-1:30 PM** **Lunch Hosted by The American Foundation for the Blind**





## **Saturday, February 22, 1986 Continued**

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- 1:30 PM-5:00 PM** Introductions and Moderator  
Vivian Correa,  
Assistant Professor  
University of Florida at Gainesville  
(Florida)
- 1:30 PM-1:55 PM** **Cultural Considerations and Bilingual Needs:  
Parent Perspectives**  
Linda Machado,  
President  
South Florida Association for Parents of the Visually Impaired, Inc.  
(Florida)
- 1:55 PM-2:20 PM** **Consumer Perspectives**  
Isaac Obie,  
Rehabilitation Teacher  
(Georgia)
- 2:20 PM-2:45 PM** **Provider Policies**  
James R. Herndon,  
Foreign Language Librarian  
National Library Service for the Blind and Physically Handicapped  
Library of Congress  
(District of Columbia)
- 2:45 PM-3:00 PM** Questions to the Panel  
Alba Ortiz,  
Director  
Bilingual Special Education  
University of Texas at Austin  
(Texas)
- 3:00 PM-3:30 PM** Coffee Break
- 3:30 PM-4:30 PM** **Sensitization to Cultures and Addressing Bilingual Needs**  
Alba Ortiz
- 4:30 PM-5:00 PM** Discussion
- 6:00 PM-8:00 PM** State Vision Consultants Meeting  
Chairperson—Andy Papineau
- 6:00 PM-8:00 PM** CEC/DVH Informal Board Meeting  
Chairperson—Anne Corn
- 6:00 PM-11:00 PM** AERBVI Board of Directors Meeting  
President—Rick Welsh
- 8:00 PM-10:00 PM** Interorganizational Committee of DVH  
Chairperson—Virginia Sowell



## Sunday, February 23, 1986

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- 8:30 AM-11:45 AM** Introductions and Moderator  
Kathleen Mary Huebner,  
National Consultant in Education, AFB  
(New York)
- 8:30 AM-9:30 AM** **Disability Specific and Generic: Controversy or Conflict**  
Mary Falvey,  
Associate Professor  
California State University at Los Angeles and  
President of the California Chapter of  
The Association for Persons with Severe Handicaps  
(California)
- 9:30 AM-9:45 AM** Coffee Break
- 9:45 AM-10:45 AM** **Reactor Panel**
- 9:45 AM-10:05 AM** **Representing Parents and Consumers**  
Lee Robinson,  
Executive Director  
National Association for Parents of the Visually Impaired, Inc.  
(Texas)
- 10:05 AM-10:25 AM** **Representing Education**  
Kevin Lessard,  
Director  
Perkins School for the Blind  
(Massachusetts)
- 10:25 AM-10:45 AM** **Representing Rehabilitation**  
Carl Augusto,  
Executive Director  
Cincinnati Association for the Blind  
(Ohio)
- 10:45 AM-11:00 AM** Response to Panel  
Mary Falvey
- 11:00 AM-11:45 AM** Discussion
- 12:00 PM-2:00 PM** Closing Session and Brunch  
(Completed Evaluation Forms are Required for Admission)  
Introduction  
Josephine L. Taylor,  
Free Lance Consultant  
(District of Columbia)
- Commitment to Action: Implementing Strategies**  
Nancy Bryant,  
Director of Instructional Services  
Maryland School for the Blind  
(Maryland)







# Josephine L. Taylor Institute Workbook

Theme: **OUTREACH STRATEGIES AND  
COMMITMENT TO EXCELLENCE**

February 20-23, 1986



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# Josephine L. Taylor Institute Workbook

## Theme: **OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE**

February 20-23, 1986

- 42 million bl + v.i. in the world
- figure may double by yr 2000
- most causes are preventable or controllable



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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation:     Outreach Strategies and Commitment  
to Excellence

Speaker Contact Information:

Name:     Martha Ziegler, Executive Director

Address:     Federation for Children With Special Needs  
              312 Stuart Street, 2nd Floor  
              Boston, Massachusetts 02116     Phone # (617) 482-2915

Abstract: The interlocking roles of the local disability organization, the regional parent coalition and the national network of parent centers all begin with the individual parent and child. Parent coalitions came into being when the disability organizations realized they were spending a large part of their efforts in funds on the same activities: explaining concepts like mainstreaming, describing trust funds, discussing siblings and family stress, identifying responsible officials in public agencies, and so on. We anticipate that the consolidation of efforts that were largely the same for all groups will free more parents in each group to work on their own more specialized concerns, thereby increasing the detail and accuracy of information provided by them. The final result will be the strengthening of both groups and the specific capabilities of each individual one.

Notes: \_\_\_\_\_  
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Strategies to Apply:

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Worksheet

Title of Presentation: Legislative Action Relevant to Infants,  
Children, and Youth

Speaker Contact Information:

Name: B. Joseph Ballard, Associate Director for Governmental Relations

Address: The Council for Exceptional Children, 1920 Association Drive  
Reston, Virginia 22091-1589 Phone # (703) 620-3660

Abstract:

A presentation of recent legislative action relevant to infants, children, and youth with special needs.

Notes: \_\_\_\_\_  
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Strategies to Apply:

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Worksheet

Title of Presentation: Legislative Action Relevant to Adults

---

Speaker Contact Information:

Name: Kathleen Megivern, Executive Director  
Association for the Education and Rehabilitation of the  
Address: Blind and Visually Impaired  
206 North Washington Street, Suite 320  
Alexandria, Virginia 22314 Phone # (703) 548-1884

Abstract:

A presentation of recent legislative action relevant to blind and visually impaired adults.

Notes: \_\_\_\_\_

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Strategies to Apply:

- 1.
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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation:      Strategies to Effect Legislative Change

---

Speaker Contact Information:

Name:      Alan M. Dinsmore, Legislative Network Coordinator  
            American Foundation for the Blind  
Address:    1660 L Street, N.W., Suite 212  
                            Washington, D.C. 20036      Phone # 202/467-5996

Abstract:

Issue development is the process by which a general problem is defined in relation to legislation and in terms that a legislator can translate to a winnable position.

Notes: \_\_\_\_\_

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Strategies to Apply:

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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation:    Strategies to Effect Legislative Change

---

Speaker Contact Information:

Name:    Scott Marshall, Senior Legislative Coordinator

Department of Federal Affairs

Address: American Association of Retired Persons

1909 K Street, NW

Washington, D.C.

          Phone # (202) 662-4069

Abstract:

Communication is an art whether it is written or oral. Making your letter to a member of Congress count or communicating your views via telephone or in person requires the sensitivity and savvy of a summit negotiator. The message which is not communicated correctly is ignored and you will learn simple methods to insure your communication will be considered.

Notes: \_\_\_\_\_

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Strategies to Apply:

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Worksheet

Title of Presentation:      Litigation Update: Major Decisions on Education

---

Speaker Contact Information:

Name:      S. James Rosenfeld, Managing Editor

Address:      Education for the Handicapped Law Report

421 King Street, P.O. Box 1905

Phone #      703/684-0510

Abstract:      Alexandria, Virginia 22313-1905

A review and discussion of the major judicial decisions concerning the scope and application of §504 and Pub.L. 94-142 on educational services to handicapped children.

Notes: \_\_\_\_\_

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Strategies to Apply:

- 1.
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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Undergraduate Programs

Speaker Contact Information:

Name: Lou Alonso, Professor, Coordinator Programs  
Preparing Personnel for the Ed. of V.H. and Blind/Deaf Learners  
Address: College of Education, Dept. of Counseling,  
Educational Psychology & Special Education  
Michigan State University Phone # (517) 355-1871  
331 Erickson Hall  
Abstract: East Lansing, Michigan 48824-1034

It is necessary to examine current youth attitudes as they pertain to careers in teaching in order to develop an imaginative plan and communication system to supply appropriate career information to youth, their parents and school counselors.

Notes:

*(margin: even the grad study is poor, undergrad programs must not be neglected)*  
(Undergrads) 15 million *(margin: need a well designed program down to 1/2 of a decade ago - attitudes of youth in careers in educ. 1) sense of control over changing society 2) low pay 3) low prestige 4) setbacks in financial support 5) selection of candidates in which must be refined 6) improved supervision of practice 7) counsel with (aggressive) modern promotion techniques)*  
improved supervision of practice  
consult with  
methods for national awareness of V.H. education (aggressive)  
found a scholarship program for educators *(margin: Val Career Information Center for V. Educ. is needed! Cond (Grant out of hosp. market, nat. file job listing, speaker bureau))*

Strategies to Apply:

- 1.
- 2.
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- 5.
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Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Graduate Programs

Speaker Contact Information:

Name: Patricia Bussen, Assistant Professor  
Rehabilitation and Special Education  
Address: University of Arkansas at Little Rock  
33rd and University  
Little Rock, Arkansas 72204 Phone # (501) 569-3169

Abstract:

A brief overview of the trends in graduate schools and the resulting impact on recruitment.

Notes: outreach requirements / looking for standards - if people can get job without  
degree a cert. what is motivation & extra program?  
helping individuals with disabilities (HIS) in Teacher Education and

Strategies to Apply:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



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Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Education Agencies

Speaker Contact Information:

Name: LaRhea Sanford, Lead Teacher  
Nashville Public Schools, Murrell School  
Address: 1450 14th Avenue South  
Nashville, Tennessee 37212 Phone # (615) 298-8094

Abstract:

In addition to such age-old problems as low pay and lack of sufficient equipment and materials, increased demands for accountability and excellence in the form of Master Teacher Programs are causing stress for preservice teachers and burnout of career teachers.

Notes: many teachers of color leave the field to go to other jobs  
frustrated by lack of potential to make a significant impact  
in the field

- Supervisor response is effect a model!
- Inherent lack of support in everything because of diversity
- Lack of appropriate evaluation criteria and evaluation!

Strategies to Apply:

- 1.
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Worksheet

Title of Presentation: Recruitment and Retention of Staff:

Identification of the Issues for Rehabilitation Agencies

Speaker Contact Information:

Name: Vernon Metcalf, Executive Director

Miami Lighthouse for the Blind

Address: 601 South West 8th Avenue

Miami, Florida 33130

Phone # (305) 856-2288

Abstract:

Intangible personal satisfaction and the nature of work with blind persons are major factors in early career selection. Depressed compensation, limited potential for personal growth and advancement as well as repressive bureaucratic complexities are potential reasons for experienced persons choosing another career.

Notes: \_\_\_\_\_

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Strategies to Apply:

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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Recruitment Strategies: A Response  
to the Issues

Speaker Contact Information:

Name: Joseph A. Merante, Director of Admissions and Student Aid

Address: University of Pittsburgh  
Bruce Hall  
Pittsburgh, Pennsylvania 15260 Phone # (412) 624-1616

Abstract:

Education is a crucial and costly commodity in today's market. In light of the present economic situation, students and colleges alike are realizing that new methods must be found to minimize the cost, while maximizing the success, of matching the student with college.

Notes: \_\_\_\_\_  
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Strategies to Apply:

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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Marketing Your Programs and Agencies

Speaker Contact Information:

Name: David R. Treadwell, Jr., Senior Vice President

Address: Barton Gillet  
10 South Gay Street  
Baltimore, Maryland 21202 Phone # (301) 685-6800

Abstract:

General principles for marketing and communications will be addressed. Creative ways non-profit institutions have been marketed will be discussed with examples shown by use of charts.

Q basic in developing a marketing plan:

Notes: 1-who is responsible for marketing? <sup>in our organization</sup> 2-who are we trying to reach? 3-what do we have to say? 4-who is our competition? 5-what is commitment of our own mgs are staff? 6-who are our prospective clients, donors, etc? 7-what is our current image? How are we perceived? ~~What is our organization's reputation?~~  
The "package" is as important as the service you provide!

Strategies to Apply:

- 1.
- 2.
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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Innovative and Effective Strategies for  
Accessing Funds

Speaker Contact Information:

Name: Audrey Smith, Chairperson,  
Department of Graduate studies in Vision Impairment  
Address: Pennsylvania College of Optometry  
1200 West Godfrey Street  
Philadelphia, Pennsylvania 19141 Phone # (215) 276-6290

Abstract:

Federal funding picture -- for personnel preparation programs in education and rehabilitation of the visually impaired. Emphasis on need and methods for developing alternate approaches to accessing funds for program support.

Notes: \_\_\_\_\_  
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Strategies to Apply:

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Worksheet

Title of Presentation: Innovative and Effective Strategies for

Accessing Funds

Speaker Contact Information:

Name: Janet Simon, Executive Director

Address: Western Pennsylvania School for Blind Children

301 North Bellefield Avenue

Pittsburgh, Pennsylvania 15213

Phone # (412) 621-0100

Abstract:

The panel presentation will highlight:

- .identifying and securing the most obvious funding source
- .determining budgets -- both direct and indirect costs
- .soliciting community support -- good dollars with obvious accountability
- .getting special grants -- good dollars with rigorous accountability
- .finding an "angel" -- first class affiliation

Notes: \_\_\_\_\_

Strategies to Apply:

- 1.
- 2.
- 3.
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- 5.
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*Aug 2nd - 50th*

The American Foundation for the Blind  
15 W. 16th Street, New York, N.Y. 10011

1986 JOSEPHINE L. TAYLOR INSTITUTE

OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Innovative and Effective Strategies for  
Accessing Funds

Speaker Contact Information:

Name: Patricia M. Beattie, Community Consultant, AFB Mid-Atlantic

Address: American Foundation for the Blind  
1660 L Street, N.W., Suite 212  
Washington, D.C. 20036 Phone # (202) 429-0358

Abstract:

Touching all the bases: government, foundations, corporations, individuals, organizations, in kind contributions, specials events, proposal writing, seed money, operating funds and wish lists.

Notes: \_\_\_\_\_

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Strategies to Apply:

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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Cultural Considerations and Bilingual Needs:  
Parent Perspectives

Speaker Contact Information:

Name: Mrs. Linda R. Machado, President

Address: South Florida Association for Parents of Visually Impaired, Inc.  
12040 S.W. 121 Terrace  
Miami, Florida 33186 Phone # (305) 233-4593

Abstract:

The substantial impact of cultural differences and bilingual needs is often overlooked or even mistaken for parental indifference by professionals when dealing with non-U.S. families and their exceptional children. These families, in turn, are frequently offended by what they mistake for professional callousness and lack of sympathy at a particularly painful time in their lives.

Awareness of these cultural differences and sensitivity to them is essential for parents and professionals to achieve the child's maximum potential through mutual respect and cooperation.

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Strategies to Apply:

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Worksheet

Title of Presentation: Cultural Considerations and Bilingual Needs:  
Consumer Perspectives

Speaker Contact Information:

Name: Isaac Obie, Rehabilitation Teacher

Address: 19 Johnson Road

Atlanta, Georgia 30318 Phone #

Abstract:

The multicultural and bilingual needs of blind and visually impaired students as observed by adult visually impaired individuals will be presented.

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Strategies to Apply:

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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation: Cultural Considerations and Bilingual Needs:

Provider Policies

Speaker Contact Information:

Name: James R. Herndon, Foreign Language Librarian

Address: National Library Service for the Blind and Physically Handicapped  
The Library of Congress  
Washington, D.C. 20542 Phone # (202) 287-9233

Abstract:

The role of NLS/BPH and other organizations in providing recorded and braille materials to visually handicapped populations of cultural and linguistic minorities: strengths, weaknesses, and areas of cooperation.

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Strategies to Apply:

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OUTREACH STRATEGIES AND COMMITMENT TO EXCELLENCE

Worksheet

Title of Presentation:    Sensitization to Cultures and Addressing  
Bilingual Needs

Speaker Contact Information:

Name:    Alba Ortiz, Director of Bilingual Special Education  
Address:    College of Education, EDB 306, University of Texas at Austin  
              Austin, Texas, 78712                      Phone # (512) 471-6244

Abstract:

This session will describe the multicultural context in which services for exceptional individuals, including the visually impaired, must be provided. Specific attention will be given to linguistic, cultural, and related variables which must be considered in planning programs and services. The state-of-the-art in the emerging field of special education will be presented.

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Strategies to Apply:

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Worksheet

Title of Presentation: Disability Specific and Generic:

Controversy or Conflict

Speaker Contact Information:

Name: Mary Falvey, Associate Professor

Address: Division of Special Education  
Californai State University at Los Angeles  
5151 State University Drive Phone # (213)224-3711  
Los Angeles, California 90032

Abstract:

A discussion of issues related to and training implications for generic vs. specialized skills and competencies of educators. Emphasis will be on the specialized and generic skills and competencies needed by educators teaching students with severe mental retardation and visual impairments.

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Strategies to Apply:

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Worksheet

Title of Presentation:    Commitment to Action: Implementing Strategies

Speaker Contact Information:

Name:    Nancy Bryant, Director of Instructional Services

Address:    Maryland School for the Blind

3501 Taylor Avenue

Baltimore, Maryland 21236

Phone # (301) 444-5000

EXT. 275

Abstract:

A summary of highlights of the Institute's presentations with editorial comment and reinforcement of those actions deemed of highest priority.

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Strategies to Apply:

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